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NATIONAL ASSOCIATION OF EDUCATIONAL BROADCASTERS

Newsletter

NAEB

MAY 1956

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IERT AWARDS

NAEB members made a good showing at the recent Institute for Education by Radio-TV. Eleven of the 37 television awards given and 21 of the 59 radio awards were received by NAEB members.

First awards in television were received by WKAR-TV, Michigan State University, for "Michigan Conservation;" WHA-TV, University of Wisconsin, for "The Friendly Giant - II;" the University of Chicago for "Live and Learn;" and the University of Southern California for "Shakespeare on TV."

Honorable mentions in television were given to KETC, St. Louis ETV Commission, for "Almanac" and "The Finder II;" the University of Minnesota for "Doctor's Digest;" Indiana University for "Operatic Telecasts;" the Philadelphia Public Schools for "Everyone's an Artist" and "Exploring the Fine Arts;" and the New York City Board of Education for "On Carousel."

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Radio "firsts" were awarded to the University of North Carolina for "American Adventure;" the University of Chicago for "The Sacred Note;" Illinois Institute of Technology for "Ear on Chicago;" WOI, Iowa State College, for "The Fourth 'R';" WNYE, New York Board of Education for "What Would You Do?", "Hands Across the World" and "To Continue the Story;" The University of Texas for "Behind the Scenes," "The Child Beyond" and "Trailblazers for Texas;" WTDS-FM, Toledo Public Schools for "How You Talk!" and WUOM, University of Minnesota for "Down Storybook Lane."

"Tales of the Valiant" by the University of Michigan; "Segregation" by WNYC, New York Municipal Broadcasting Corporation; "Quiz the Professor" by WHA, University of Wisconsin; "What's News!" by the Philadelphia Public Schools; "The World's a Stage" by WNYE, New York Board of Education; "Robin Hood" by KPFA, Pacifica Foundation; "Music for You" by KUSD, University of South Dakota; and "Tips for Pre-Teens" by WABE, Atlanta Board of Education received honorable mention in radio. A special award was given to KPFA, Pacifica Foundation for the program "The First Amendment: Core of Our Constitution."

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SCRIPTS NEEDED BY RADIO FREE EUROPE

Radio Free Europe, as all broadcasters know, is a broadcasting operation directed into the five countries under Communist rule in Eastern Europe. A substantial portion of RFE's activity is devoted to the projection of the American way of life, its institutions, customs, etc. as it is necessary that the peoples of Eastern Europe be made aware of our way of life and the common values of civilization which we share.

The immediate problem of Radio Free Europe is to obtain a wealth of simple, intimate, appealing human interest material. Therefore, NAEB member stations are requested to submit to RFE appropriate materials in script form. RFE will be glad to pay whatever costs or other charges are involved, and would like either to retain the scripts permanently or to borrow them for copying purposes, whichever is most convenient to the station.

If you have such material, please contact RFE and offer your cooperation. All contacts should be addressed to: Mr. Gerald L. Steibel, Assistant Chief, Information Department, Radio Free Europe, 110 West 57th Street, New York 19, New York. Thank you for your cooperation.

BROADCASTING AROUND THE WORLD

(EXCERPTED FROM THE DUMONT DISPATCH, CBC TIMES AND OTHER SOURCES)

The U. S. Television industry in January took a step toward achieving standardization on a much-discussed, but still developmental shallow TV picture tube when a committee of the Radio-Electronic-Television Manufacturers Association decided to omit from future consideration a projected 120-degree deflection tube. Instead, it was decided to concentrate on a proposed 110-degree deflection tube with a small tube neck. Most tubes being made today are 90-degree tubes. In the industry's earlier days, 70-degree tubes were standard.

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In Chicago, experimental work in teaching by television was given another vote of approval when the public schools appropriated a $40,000 budget for 1956. Programs will go out over Chicago educational station WTTW, at special hours with study programs, by top science and mathematics teachers, for high school students.

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Prominent Germans and Americans paid tribute to the U.S. Information Service station RIAS -- Radio in the American Sector -- on the occasion of its 10th anniversary, February 5. The station, at which Dr. Harry J. Skornia, NAEB Executive Director, was a consultant in 1948-1949, has proved a potent weapon for the West in broadcasting on eight frequencies to an audience estimated at several million.

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On opening day of the winter Olympics at Cortina D'Ampezzon, Italy, nearly three hours of telecasts were carried by Eurovision to Italy, Switzerland, Austria, Germany, Holland, France, Belgium and Great Britain with commentary in six languages.

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Sir Tom O'Brien past president of the Trades Union Congress, advocated in the March issue of TV Newsletter the formation of an Anglo-American Television Council. Sir O'Brien said, "We do not want an American-dominated television market in Britain, and there can be no British-dominated market in America. In both communities and in the Commonwealth there has to be some kind of reciprocal agreement." He further felt that such a council could stop mutual accusations and "brick-bats" which are being hurled. "There must be reciprocal trade agreements," continues Sir O'Brien, "and now is the time for them to be negotiated. It is useless to let the position deteriorate, and then ask the Governments to step in when the industry itself should have acted in the first place."

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Eighteen months ago the first experiment in the use of TV in Canadian classrooms was presented by the National Advisory Council on School Broadcasting and the Canadian Broadcasting Corporation. Such interest was aroused among teachers and education officials that the Council recommended a further experiment on a larger scale. All the arrangements are now complete and this second TV-for-schools trial started April 17 with the presentation on the CBC-TV network of the first of 15 specially prepared telecasts of 10, 20, or 30 minutes in length. This second series involves a wider range of grades and subjects than the first, but its aim is the same--to help determine the role TV can play as a supplement to regular classroom lessons. Many teachers have helped to develop the experiment and all taking part by using the telecasts in their classes are urged to help with the evaluation.

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Artransa, a television production service in Australia, is offering complete service on a completely independent basis to all advertisers, advertising agencies, television stations and production companies. Artransa, with the help of Rudy Bretz, erstwhile director of NAEB ETV Production Workshops and recently Director, Birmingham Educational TV, has worked to get the most efficient and practical organization possible. This has involved some three years of extensive planning. The studios, although geared initially for film production for television, will also be readily adaptable to full-length feature production. The 20-acre lot has been planned to allow for rapid sound stage expansion.

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WHOM, THEN, DO I CALL EDUCATED?

First, those who manage well the circumstances which they encounter day by day and who possess a judgement which is accurate in meeting occasions as they arise, and rarely miss the expedient course of action. Next, those who are decent and honorable in their intercourse with all men, bearing easily and good naturedly what is unpleasant and offensive in others, and being themselves as agreeable and reasonable to their associates as is humanly possible to be; furthermore, those who hold their pleasures always under control, and are not unduly overcome by their misfortunes, bearing up under them bravely and in a manner worthy of our common nature. Finally, and most important of all, those who are not spoiled by their successes, and do not desert their true selves, but hold their ground steadfastly as wise and sober men, rejoicing no more in the good things which have come to them through chance, than in those which through their own nature and intelligence are theirs since birth. Those who have a character which is in accord not with one of these things but with all of them, these I maintain are educated and whole men, possessed of all the virtues of a man.

--Socrates

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Additional subscriptions to the Newsletter are available from Headquarters for $2.50.

HEADQUARTERS NEWS

NAEB LEGAL COUNSEL REPORTS

In January we requested and received from Cohn and Marks, our legal counsel in Washington, a statement of their activities on behalf of the NAEB during the calendar year 1955. Although this report has been presented to the Board, it has not yet appeared in the Newsletter. It is presented herewith, since we believe it will be of interest to all NAEB Members. It reveals the attention and activity provided us by our Washington legal representation.

1. Preparation of Comments filed with the FCC regarding proposed rulemaking on the use of intercity relay facilities for television stations.

2. Statement of position of NAEB with respect to FCC proposed rulemaking on campus radio stations.

3. Representation of NAEB interests with respect to revision of postal rates on shipments of tape recordings and films.

4. Representation of NAEB before FCC with respect to daytime skywave proceedings affecting clear channels and daytime-only operations.

5. Preparation of position by NAEB on FCC proposal for low-power television stations.

6. Review of subscription television proposals pending before FCC, and advice regarding effect on educational institutions.

7. Review of FCC proposed rulings with respect to allowable spurious emissions and the control of harmonics.

8. Review of Petition by National Association of Manufacturers with respect to the allocation of FM broadcast channels for industrial users.

9. Study of Customs regulations on the importation of recordings from foreign sources.

10. Preparation of comments regarding mechanical announcements by educational stations to be filed with the FCC in proposed rule making.

11. Preparation of Comments on behalf of NAEB with respect to assignment of FM channels for educational use in Alaska.

12. Preparation of Comments filed with the FCC with respect to the allocation of television channels for educational use, and opposing the deletion of FM frequencies.

Leonard Marks
January 1956

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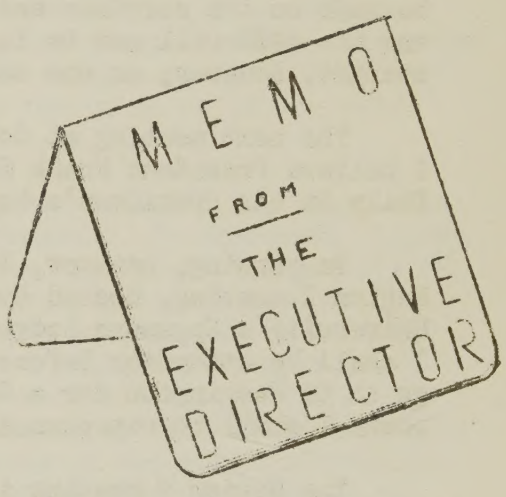

After the rather exhaustive report in last month's Newsletter, this one will be relatively brief. Thanks to the many of you who took the time to drop a note saying how pleased you were to be brought up to date on recent activities and contacts of the NAEB.

I attended the Affiliates' Meeting of the ETRC on Sunday night and Monday, the 15th and 16th of April, in Columbus. I do not believe that I am the one who can best report on relations with the Center in general but I should like to say that their program planning, and the publications which they will soon be putting out as a part of their responsibility for the promotion of educational television nationally, is a story full of imagination and great energy, supported by adequate funds and staff to do this job.

One of the more interesting announcements made at this meeting was that Ken Christiansen will be joining the Center staff July 1 on a permanent basis. Others being added, in the enlargement of the program staff from three to six, are Gordon Gray, Don Feddersen, Ken Wright and Milo Ryan---all these on

temporary, shorter appointments. Ken will be responsible principally for riding herd on radio projects for the Center.

I think an announcement appears elsewhere in this Newsletter regarding conclusion of a contract with Milton Mayer for a series of European interviews, following the pattern of his earlier VOICES OF EUROPE. This series is financed from a grant by the Center, as recommended by the NAEB, to the University of Chicago. The University's Radio and Television Office, under the direction of Ned Rosenheim, will be responsible for the checking and editing of these programs.

The Center meeting was a good one with some thirty-five people in attendance. It was a great shot in the arm to see the success beginning to be achieved by what a few years ago was a little band of sometimes discouraged pioneers in an area in which realization was hard to come by. I believe ETV is now a reality and a dynamic movement. The calls that will be made on the services and energies of the Center, the JCET and the NAEB will not be lessened by this growing status and stature, however, no one can rest on his laurels yet, if any.

The next meeting at Columbus was the NAEB Board meeting. I believe President Frank Schooley will report on this more fully in his President's Page to Actives and Associates.

In passing, however, I might call attention again to the Region I meeting, hosted by Art Weld, being held at Syracuse University's Sagamore Lodge, May 4 and 5, which Cec Bidlack and I shall be attending before this reaches you. From there I go on to Washington for a Conference on Elementary Education, where I shall be representing you to the best of my ability.

The Region V meeting is now planned for Denver, under the leadership of Henry Mamet, on June 14 and 15. Tentatively Region IV is scheduled to meet in Minneapolis June 21-23, with Burton Paulu as host. Dates of the Region VI meeting are yet to be announced, although it is scheduled to be held before the end of June. Regions II and III are scheduled for meetings during the 1956-57 fiscal year. These regional meetings do more than anything I know to make possible an intimate exchange of ideas and acquaintances. I hope you will all try to attend your regional meeting when it is held, in order that your viewpoint may find its way into the thinking, structure and projects of the NAEB.

One other important thing discussed at the Board meeting was proposed amendments to the Constitution. A draft of a fairly basic revision proposed by Vernon Bronson after considerable study of other organizations and discussions with Dick Hull, some members of the Board, and yours truly at the time of my visit to Miami, will be slightly re-worked and distributed well in advance of the Atlanta Convention to enable study by all members before it is voted on. This is an attempt to re-define and sharpen the statements and classifications needed for the NAEB in its dual role of a professional association (utilizing individual members and talents) and a trade association (of broadcasting institution member representatives), which at the same time is operating a network for radio. The best thinking of all members is needed on this important problem, and I hope you will all read these materials and be prepared to give your best thinking on them when they reach you.

The IERT itself contained a number of fine talks this year. The feeling on the part of people who attended the discussion groups and clinics seems to vary considerably, depending on which groups they attended. Since the results and an evaluation of these sessions are not available at this time, I shall restrict myself to brief comments on two or three of the outstanding talks.

The first was by Charles Siepmann on April 17. His talks are always provocative and well-prepared. He expressed concern at the extent to which we have spread money and the symbols of our standard of living better than culture or education. He was equally concerned with our preoccupation with "our little pile" (of money), our increasing conformity of thought, our looking to broadcasting to flatter rather than to fulfill us, and the extent to which original thinkers, with ideas essential to the dynamics of a democratic society, are now so frequently dismissed as radical, rather than being given considered attention.

He was followed by Mr. Alan Griffin, Professor of Education at Ohio State, who also had a few statements to make which I found provocative. He pointed out our growing inclination to educate children to serve <u>our</u> ends, rather than to realize <u>their</u> potential. Too rarely have we realized that all other men's education helps <u>us</u>. He also threw out for thought the idea that we can no longer manipulate the minds of other people to our ends, as we used to think we could. "The world has almost outgrown propaganda as a technique of control."

Mr. Griffin suggested that the best answer to the world problems of ignorance, propaganda, and political and economic understanding is to develop everywhere the best educated people possible, and then to rely on their best judgment for achieving a peaceful world.

Professor Harold Lasswell also provided food for thought for educational broadcasters. With political conventions in the offing he pointed out that the U. S. two-party system is so fluid, with senators and representatives crossing party lines so freely, that a little well-placed and informed effort can often be very productive on specific problems. He questioned whether our foreign policy is as much a result of planning as of the pressures of the day. He regretted the decline of courageous outspokenness: The bright student is "bright enough to keep his mouth shut." People are inclined to withdraw from security risks, or to deny (in applications or forms they must fill out) contacts with people whose sincere and minority thinking might not be popular. He raises the question of the invasion of privacy (hidden microphones, phone taps, drug confessions etc.), but he regrets even more the indifference of people to this invasion.

He pointed out the dangers of decline of local autonomy: the tendency of people increasingly to do as is done in the social, economic, and political layers above us. He regrets the growth of public apathy and the alienation of people from public affairs and asks whether we're trying to run a social system without conscience, and failing to build conscience and regulators into our children.

In brief he called for more serious awareness of the possibilities of mass media for meeting some of the same problems of our democracy that Walter Lippmann has so courageously and clearly brought to our attention.

Henry Cassirer's addresses at the NAEB Luncheon and Plenary Session on the IERT presented an excellent picture of television around the world, and of the serious role that radio still must play, particularly in those countries which will, for the foreseeable future, not be able to afford TV sets for home listening. He mentioned the great growth of French teleclubs and group listening and discussion developments in Japan and in Italy where 7,000,000 people see TV in public places but where only 200,000 sets have been sold. On the income base of many people in other nations, radio is the only economically and technically feasible contact individual families will have for some time with the wireless mass media.

Mr. Cassirer also suggested that we should be aware of the great influence abroad of every U. S. television program, development, or trend. Pressure toward the lowest common denominator exists everywhere, not only in commercial systems. Therefore the way in which educational radio and television in America go about their task is watched with great interest abroad. Finally Mr. Cassirer helped explain the mistake we all so often make in identifying radio and television's total audience, (made up of many small minority-interest groups) with a single majority or mass audience. We were pleased to note that the Associated Press devoted considerable space to Mr. Cassirer's talks.

While we're in a serious note I would like to mention the increasing concern I have picked up at conferences of educators and science groups with regard to the extent to which we are lagging behind Russia, particularly, in the manpower we are turning out with technical training.

One speaker asked whether the compromise or "adaptation" we have had to make to shortages of skilled personnel in the sciences and engineering has not caused a high degree of mediocrity to be built into our supply also? Are we really as superior as we think? Some figures given indicate that Russia graduated 62,000 engineers in 1954, 72,000 in 1955, and will graduate 100,000 in 1960. Many of this growing supply will be "available for export," complete with propaganda mechanism and all the other skills that will facilitate the spread of the Communist philosophy throughout the world.

Science is then definitely one area to which we, as educational broadcasters, should be turning our attention. The growing shortage of school space and supply of teachers, as well as the status and salary of teachers, if this shortage is to be met, is another.

It was nice to see many of you at the Institute. I hope we may see nearly all of you at our Atlanta Convention October 15-18. The Center Affiliates plan to meet immediately following our Convention in Atlanta, the Convention will be proceeded by the NAEB Board meeting, and some other groups and committees are also planning to meet in conjunction with it. Many of the sort of things that are difficult to put into writing, and which I probably should not attempt to set down, can be better discussed at our national convention, and, as mentioned earlier, particularly at our regional meetings. Let me, then, once more urge you to try to attend the regional meetings, for which we have funds from our W. K. Kellogg Foundation grant to pay expenses for one representative of each Active and Associate member.

In closing, herewith is the list of upcoming trips and meetings I shall be attending within the next month. (Because of conflicts others /AEA Field Development Committee, CNO Broadcasting Committee and so forth/ are having to be missed, unless dates other than those proposed can be set at a time when we are available.)

TRIPS OF THE EXECUTIVE DIRECTOR

NAEB Region I Conference, Syracuse University Center, Sagamore Park, New York - May 4-6

Ninth Annual Conference on Elementary Education, U. S. Office of Education, Washington, D. C. - May 7-9

(Tentative) National University Extension Association 41st Annual Convention, Madison, Wisconsin - May 13-16

(Briefly) NAEB Radio and Audio Engineering Seminar, Allerton Park - May 28-June 1

(Briefly) NAEB Radio Network Subcommittee, Urbana - May 31-June 1

Southern Regional Education Board TV Work Conference, Daytona Beach - June 4-8 (leave June 1; return June 12)

(Tentative) NAEB Region V Conference, Denver - June 14-15

(Tentative) NAEB Region IV Conference, Minneapolis - June 21-23

NAEB Region VI Conference, not yet scheduled, but planned for prior to June 25

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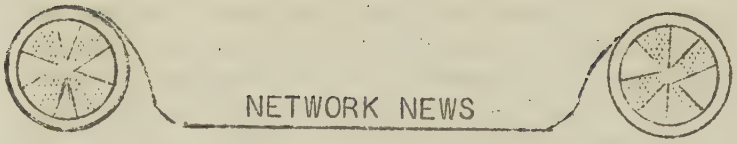
The NAEB staff wishes to thank all of you who sent in photos and other materials to be used in the NAEB exhibits at the IERT in Columbus, and the MENC in St. Louis.



First, many thanks to those of you who sent best wishes for my success in this new position. I certainly appreciate your thoughtfulness and will endeavor to live up to your expectations.

After almost two months with the Network, I have concluded that some improvements could be made in Network operations, both here and wherever you happen to be. As space permits, I would like to discuss some of these troubled areas without, I hope, getting into anyone's hair.

Submissions. I am not going to comment on the number of submissions we receive, as that point has been discussed numerous times. However, let me say this: we never can have too many submissions. Enough said?

In the very near future, I hope to finalize a standard form for submissions plus a set of procedures to be used for submissions. There will be separate forms and procedures for general offering programs and for in-school programs. I cannot place too much emphasis on the need for all of us (the staff here as well as you) to follow these procedures. Believe me, absolute chaos reigns when submissions are not handled properly. Therefore, your complete cooperation in this matter is needed.

In-School Offering. As you who do in-school broadcasting know, we are offering the remaining fourteen programs of TALES FROM THE FOUR WINDS as a supplement to the regular offering. Please place your order as soon as possible. We are running on a pretty tight schedule these days, so to avoid delay in shipment please meet our deadline for ordering.

And here is a special note for stations doing in-school broadcasting: the Radio Network School Committee has moved the deadline for submissions this year from May 1 to June 1. Thus, those of you who planned to submit programs but could not meet the May 1 deadline now have another month to forward your submissions. We'll be expecting them.

General Offering. We sincerely hope that the summer offering now in your hands is satisfactory. In glancing over it, however, I think you will agree with me that one troublesome fact stands out: the lack of balance between the number of series from NAEB members as compared with the number of NAEB stations supplying those series. We would like to see more NAEB stations participating in Network offerings. This, as I understand it, is one of the primary purposes of the Network: to provide an effective means whereby member stations may exchange programs. I realize that small stations encounter numberous difficulties in putting together a series suitable for Network use. But wouldn't it be nice if each station could supply at least one series a year? I don't believe that that ideal is too far out of the realm of possibility. I do think it to be a worthy goal, well worth working for. Do you suppose we could try it out?

Operation "Panorama" The NAEB, in cooperation with the United States Information Agency, is seeking to initiate a continuous series of five minute interview programs for world wide distribution. The purpose of the series is to inform foreign listeners as to what Americans from all walks of life are thinking and doing.

It is most important that we receive contributions from stations in all parts of the country so that we can mark the series as being truly Americana. We would like each station to arrange interviews with local educators, farmers, merchants, industrialists, laborers, etc. and get these people to discuss their local problems and how they are solving them.

We urge all stations to begin work on this project as soon as possible, as this type of program is needed to increase world understanding of the American way of life. Also, this project will get us started on the road to repaying the many courtesies we have enjoyed from foreign broadcasters.

For details concerning this project, see the memo dated April 26, 1956 from the Network Manager. If you did not receive this memo, please write us and we will send you one.

-- Bob Underwood

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Waldo Abbot, Director of Broadcasting, University of Michigan, missed the IERT for the first time in many years. Waldo is now recovering from a slight stroke he suffered during March and is planning to make up for the IERT miss at the NAEB Convention in October at Atlanta.

WESTERN RESERVE UNIVERSITY TELECOURSES

(Harold E. Hill, Associate Director, represented the NAEB at the Third Chicago Area Educational Television Conference April 28, at the Illinois Institute of Technology. Feeling that the talk given by Dean Leslie E. Brown, Cleveland College, Western Reserve University, contained information of value to all institutions planning to offer telecourses, Mr. Hill has prepared the following summary, based on notes taken at the Conference.)

Dean Brown opened his remarks by pointing out that the problems of an educational institution broadcasting over a community ETV station are much the same as those of an institution broadcasting over a commercial station, in that in neither case does the institution have control over more than a very few hours of the program schedule.

Dean Brown outlined the administrative organization which Western Reserve has set up for giving telecourses. The University has a Broadcasting Council of five faculty members and four administrative officers, appointed annually by the President. This Council has control of the University's weekly radio roundtable, the Sunday afternoon TV program and the telecourses. The University administration feels that the faculty should have control of telecourses, and no telecourse is offered that isn't a course that is a regular part of the University's offerings.

In October or November of each year the Council tentatively selects six or eight courses to be considered for broadcast the following academic year. Four of these are finally selected for airing. Two three-hour courses are offered each semester - one on a MWF sequence and one on a TTS sequence, so that there is a solid half-hour block, Monday through Saturday, at the same time every day. After the Council makes the final selection of courses to be offered, Dean Brown works with the departments concerned and all plans are made at the same time the department is drawing up its regular schedule and teaching assignments for the following year. They have an agreement, for two years in advance, with the station (WEWS) for a set time for the broadcasts - always in the morning, of course. The telecourses follow the same vacation schedule as the regular University courses.

Brown works with the instructors assigned to the telecourses on preparation of a home study guide. The study guide contains a summary of each lecture to be given in the course,

assignments and a bibliography. They normally print 300-400 copies of each study guide. Since there is little contact between the students and the instructor, they feel it is necessary to have two to three times as much written work required as for the same course taught on the campus.

At the same time the manual is being prepared, the instructor is working with the chairman of the department of dramatic arts, or one of his assistants, on the use of the TV medium. (In 1942, the chairman of the department of dramatic arts started experimenting with TV techniques and formats. Before there was a TV station in Cleveland, he was taking programs to Schenectedy. As soon as Cleveland got a station, the station used this man as an advisor.) WEWS furnishes the crews for the telecourses, but production and direction are done by someone from dramatic arts. No attempt is made to stage an elaborate production. They feel they are putting on a university lecture course, not a "show." Of course, some of the instructors make very good use of visual aids and "gimmicks" but others use nothing and just stand and talk. Each telecourse runs for the regular 15 weeks of the academic semester, and there are 45 lectures. There are no rehearsals of the presentations. Normally the instructor goes to the station 20-40 minutes before air time to discuss use of visual aids, etc. He gives the producer a rough run-down sheet indicating approximate times that different aids will be used, or he'll get up and go to the blackboard, etc.

Promotion and publicity -- the University has prepared a mineographed sheet of information to send out in response to requests, by phone or mail. The telecourses are listed in the TV sections of the Cleveland papers, under "Best Viewing for the Day," and, due to their morning time, appear at the top of the list. Brown feels this has been helpful. All public librarians within range of the station are sent a bibliography, plus a supply of the mineographed announcements. The libraries normally make a display of the books involved, with an announcement.

Registration -- Students may register by coming to the regular University registration, by coming to Brown's office, or by mail. If a new student, who hasn't been registered before, writes in, he is called in for an interview. If a prospective student is registered in one of the other undergraduate colleges of the University he must get permission from his Dean or advisor before he can take the telecourse. Students registering for the telecourses must pay the regular University fee which is $22 per credit hour - thus $66 for the

telecourse. In addition, students not regularly enrolled in the University must pay a $1 fee required of all part-time students. The home study guide is free to those registering in the course for credit, and is sold to others interested for $2.00.

Faculty remuneration -- The normal semester teaching load at Western Reserve is 12 credit hours. The instructor receives credit for 6 hours for teaching the 3 hour telecourse (and Brown feels this is certainly not too much, and should probably be more). The instructor may teach the telecourse plus 6 other hours, for regular pay, or may teach 9 other hours, plus the telecourse, in which case he gets extra pay for the overload. Very infrequently, an instructor will teach a full 12 hours plus the telecourse and get paid accordingly. Except for the first year (when apparently enrollments were larger due to the novelty), the income from fees for the telecourses has not been sufficient to cover the expenses. The deficit runs from $1000-$3000 a year. The University administration, according to Dean Brown, feels this investment is certainly worthwhile.

No effort is made to "water-down" or popularize the lectures. Each credit student is required to purchase a text and have library facilities available. Normally, assignments are sent in every week. They arrange, two or three times a year, for the credit students to come to the campus and spend a couple of hours with the instructor. This is designed as primarily a social gathering, but of course it does give an opportunity to discuss the course, too.

Since Western Reserve started these formal telecourses in 1951-52, only 254 <u>different</u> individuals have taken the courses - the total registration has been about 400. The sale of study guides (for those not taking the course for credit) has ranged from 50 for one course to about 700 for a course on the Old Testament.

The credit students are usually of high intelligence and high motivation, according to Dean Brown. Therefore, results have been very good. Exams given to both campus students and TV students have shown that TV students get higher grades. Brown is convinced that within the limits of this type of instruction the people taking the telecourse have had a valuable educational experience. Most of the telecourse students are also taking at least one course on campus - several also take both telecourses.

Western Reserve does not have a correspondence division, so all written assignments from telecourse students come to Brown's secretary who has the responsibility of getting them to the instructors concerned and then getting them back. They have no problem with telecourse students falling behind academically, although they may fall a little behind in getting in assignments once in a while.

This detailed reporting of Dean Brown's talk is not meant to imply that the rest of the conference was less valuable. Many important contributions, which time and space prevent our reporting on here, were made by such speakers as Jim Robertson, Program Manager, WTTW; George Crothers, Director of Educational and Religious Broadcasts, CBS; Ned Rosenheim, Director of Radio and TV, University of Chicago; Warner G. Rice, Chairman, Department of English, University of Michigan; Brice Harris, Chairman, Department of English, Pennsylvania State University; and Henry J. Knepler, Coordinator of Educational Television, Illinois Institute of Technology.

Two additional comments, it would seem, are worthy of attention here, in view of the increased attention being paid to the role of educational TV. Jim Robertson, in reporting on WTTW's progress, pointed out one very serious public relations problem that faces WTTW, as well as all educational stations: How do we make those persons who happen to see something they don't like on an ETV station aware of the fact that somewhere else in the program schedule there are probably programs that will be of interest to them? This job of "public education" about the many possibilities of ETV is one of the most important facing educational broadcasters.

The other comment we wanted to underline was made by George Crothers. He likewise posed a problem: Are ETV stations going to teach listeners a specific subject, or are they just going to arouse the interest of listeners so that they want to find out more about the subject on their own? Surprisingly, in view of the fact that commercial broadcasters are rarely in a position to do so, Mr. Crothers did not seem to feel that ETV broadcasters should attempt to fill the former role. On the contrary, it seems to us that this is one "void" with which educational broadcasters should concern themselves.

*****

Please have information in for the Newsletter in by the 25th of the month.

NEW "VOICES OF EUROPE" SERIES PLANNED

Milton Mayer, who produced "Voices of Europe" which was distributed over the NAEB Radio Network during 1952 and 1953, is now in Europe making a second series under the same title. This second series, which is being financed by a grant from the Educational Television and Radio Center to the University of Chicago, will attempt to reveal through interviews with leaders in many fields and with ordinary people in three or four Western European countries, the attitudes, ideas, and problems which appear to be characteristic of this moment in history in Western Europe. If present plans work out, it is hoped we will be able to offer this series, which will be at least 13 programs in length, the first part of 1957 over the NAEB Radio Network.

*****

WKAR-TV HAS OLYMPIC TELETHON

Michigan State University's ETV Station, WKAR-TV, originated a four-hour Olympic Telethon on May 5th. The All-University Government sponsored the Olympic Night to raise money for the U.S. Olympic Fund. Many stars from the sports and entertainment world appeared on the show.

Carol Heiss, world champion figure skater, starred in a special ice show. "Tug" Wilson, U.S. Olympic Association president, was scheduled to appear if at all possible. Carmen Cavallero played during the entire program.

Films of the 1952 track and field events held at Helsinki, Finland, and the 1955 Pan American games from Mexico City were obtained from the U.S. Olympic Committee for use during the show.

Four commercial TV stations throughout Michigan also carried the program.

WKAR-TV personnel handling production were Pat Callihan, Production Supervisor; Charles Ruffing, Program Director; and Less Frischnecht, Writer-Director.

*****

EDUCATIONAL TELEVISION MOVES AHEAD

Educational Television in Oklahoma is now a reality. Channel 13, Norman, made its initial bow to the world on Friday, April 13. Regular programming started Monday, April 16. For the first several months the plans are to be on the air for only one hour a day. Gradually this will be increased to add more programs. Governor Gary of Oklahoma was the guest of honor at the dedication ceremonies on the 13th. The NAEB was represented by President Frank Schooley. Although the station has been using only a 10 kw transmitter, the test pattern has been received some 75 miles away.

*****

The Federal Communications Commission, on March 21, authorized the Atlanta, Georgia Board of Education to operate a noncommercial educational TV station in Atlanta. This station will be operated on Channel 30 and becomes the 39th educational TV grant to be issued by the Commission.

On March 29, the Commission authorized the Metropolitan Philadelphia Educational Radio and Television Corporation to operate a noncommercial educational TV station at Philadelphia on Channel 35. The corporation, a non-profit association of educators and other citizens, now operates educational FM station WHYY.

(Associated Press, March 21 and March 29)

* *

* BOX SCORE *

TOTAL TV STATIONS 466 (VHF-370; UHF-96) INCLUDES 20 NON-COMMERCIAL TV STATIONS (5 UHF)

TOTAL AM STATIONS 2834 (INCLUDES 35 NON-COMMERCIAL)

TOTAL FM STATIONS 632 (INCLUDES 138 NON-COMMERCIAL)

(EXCERPT FROM TELEVISION DIGEST)

* *

AWARDS, SCHOLARSHIPS AND WORKSHOPS

FULBRIGHT SCHOLARSHIPS ANNOUNCED

Keith Engar, Director of Radio-TV, University of Utah, and Bernard Buck, Program Director, New York City Municipal Broadcasting System, have been selected as Fulbright Scholars in the field of educational broadcasting for the academic year, 1956-57. Both Engar and Buck are affiliated with NAEB-member-institutions and they were recommended for Fulbright Scholarships by the selection advisory committee composed largely of NAEB members.

Buck will be working with Radio Italiana and will carry on the liaison with RAI so ably initiated by Graham Hovey, Fulbright Scholar to Italy in 1953-54 and 1954-55. Engar will spend the year in France, cooperating with Radiodiffusion-Television Francaise in the exchange of broadcast materials between France and NAEB member stations.

Through the excellent relations established by Fulbright Scholars to England, France and Italy during the past three years, many outstanding radio programs have been prepared especially by the broadcasting services of these countries especially for use by the NAEB Radio Network. Previous Fulbright Scholars recommended by the NAEB, in addition to Hovey, have been Lawrence Creshkoff (France, 1953-54), Burton Paulu (England, 1953-54), Ernest Lent (France, 1954-55), and Stanley Donner (France, 1955-56).

*****

The University of Chicago, Fordham University in New York and the University of Iowa have received grants from Screen Gems Incorporated to be used for scholarships to

talented students who are would-be television writers. Each University participating will receive a fixed allocation to be distributed to worthy students by university officials. If scripts are accepted for production by Screen Gems, students will be paid prevailing rates.

(Associated Press, April 15)

*****

The Fund for Adult Education announced April 8 the opening of its 1957-1958 Leadership Training Awards Program for which applications can be made until October 31, 1956. C. Scott Fletcher, President of the Fund, said, "The purpose of the awards is to help meet a critical need for additional, highly skilled leaders in liberal adult education in the United States. Programs of liberal adult education are designed to increase our wisdom and heighten our sense of civic responsibility. The men and women whom the Fund helps with these awards are presently and potentially leaders in such programs. Further study and training should enable them to increase their effectiveness as leaders and to develop leadership in others." Further information on these awards is available from the Fund for Adult Education, 595 Madison Avenue, New York 22, New York.

*****

New York University will conduct its twenty-first annual Summer Workshop on Television and Radio in new air conditioned, professionally equipped studios. The intensive six-week session at the NYU Washington Square Center begins on June 25. Participants will use the television studios that were constructed last year for the University's closed-circuit television teaching experiment. A similarly equipped radio studio also will be available to Workshop students.

*****

A seminar in educational television will be offered July 26-August 11 at Florida State University. This session which is designed to give the teacher a better working knowledge of television and better ideas of its application to

the classroom will cover four areas: (1) Audio; (2) Audio and Video; (3) Content; (4) Production. Registration is open to anyone who is interested in educational television. Application for admission should be submitted prior to June 18. Fees for out-of-state residents are $63.50, for Florida residents $27.50. For further information write: Dean of Library School, Florida State University, Tallahassee, Florida.

*****

The seven winners of the 1955 McCall's "Mike" Awards to Women in Radio and Television were presented their golden microphones on April 28. Among the winners in the executive division was Lillian Lee of WABE, Atlanta, Georgia, for Service to Youth for producing and moderating the television series "Junior Court of Honor." This series, seen over WLWA-TV, "hailed teen-agers who were a credit to family, church and community."

RESEARCH

The Review Committee on Radio-TV at the University of Idaho has recently completed a survey of the organizational and administrative arrangements in representative American colleges.

Most reporting institutions have their own broadcasting stations, use nearby commercial stations and TV studios, and produce tape-recorded radio programs. About one half the institutions produce TV shows on film, but fewer than one third have their own TV studios.

Equipment is used most heavily to teach Radio and TV courses, secondly for extension education, and less frequently for public relations and public entertainment programs.

For public relations programs, the responsibility in about half the institutions reporting is to the president, the responsibility for academic training is most frequently to the dean of liberal arts, and in nearly two thirds of the institutions reporting Radio-TV is organized as a department.

The Committee reports it is difficult to make any concluding remarks regarding the administrative relationship between Radio-TV organizations and departments of Audio-visual aids, Photography, Drama, Journalism, or Speech, except to say that, in a majority of cases among the schools replying, some administrative relationship does exist. The two most common relationships are: Radio-TV under the administrative supervision of the Speech Department, and Radio-TV in the School of Communications.

*****

Miami University is now engaging in closed-circuit televised education as a result of a grant from the Fund for the Advancement of Education. This operation is a part of a larger research project sponsored by the Ford Foundation and designated as ESIP (Experimental Study in Instructional Procedures). Looking forward to great increases in enrollment at colleges and universities, it is hoped through this study to pursue further the possibilities of television as a means of solving the coming educational crisis.

Four classes via television are being taught this semester. These originate in the University's new television studio and are sent by coaxial cable to classrooms in another building. In each classroom there are two 21" monitors with fifteen to twenty students watching each.

Courses being taught include Human Biology, Educational Psychology, Physiology and Sociology.

*****

A listing of theses and dissertations on radio-television subjects from the University of Southern California is available from Kenneth Harwood, Chairman, Department of Telecommunications, University of Southern California, University Park, Los Angeles 7, California.

GENERAL NEWS

United States leadership in television techniques is being studied by 19 experts in radio and television from 13 foreign countries. By a contract with the Department of State, The School of Public Relations and Communications of Boston University is conducting an International Seminar on Radio and Television.

During the month of March, the grantees from Latin America, Belgium, Germany, Iceland, Jordan, Nigeria, Afghanistan, and Korea studied in Boston. Now they are beginning a period of apprenticeship in stations as widely scattered as Denver, El Paso and Baltimore.

*****

In answer to a request from Robert R. Richmond, Director of the Division of Information, U. S. Department of Labor, Wage and Hour Public Contracts Division, we forwarded a list of members for use in their nation-wide educational and information program concerning child labor problems particularly. This information will help prevent unintentional violations, and will help explain the responsibilities and rights of employers, parents and children under the law.

Since we can't handle these centrally we felt it best to make possible this direct approach, so that each station may make its own decision on possible uses.

*****

The National Project in Agricultural Communications has published a new book, Creative Farm Shows, which is intended to be of interest to educators, advertisers, agencies, public relations specialists and other concerned with informational television. Copies are available from NPAC, Wells Hall, Michigan State University, East Lansing, Michigan, at $3.00 each.

New York City Council President Abe Stark recently urged the creation of a twenty-two acre Television City on the West Side of mid-Manhattan.

Speaking at the Annual Dinner of the Industrial Designers Institute held at the Vanderbilt Hotel in Manhattan, President Stark said that the multi-million dollar television industry is too important to New York's economy to be treated as an "incidental appendage" to any other redevelopment program. Previously-suggested plans, he said, have generally suffered from three basic weaknesses: 1) A failure to provide a suitable site in the heart of the city within easy access to the entertainment industry; 2) legal obstacles to the acquisition of land for private use; and 3) insufficient space for the horizontal-type operation needed by the major networks.

*****

We now have the dates for the Philadelphia Workshop mentioned in the February Newsletter. It will begin on June 27 and end on July 31.

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GENERAL

In Pittsburgh, WQED, aided by funds from the A. W. Mellon Educational and Charitable Trust, has begun a task for which future generations will be in its debt--to transcribe onto film and sound track the attitudes of the worlds wise men. The station has plans to hear from jurists like Learned Hand, scholars like Hu-Shih, scientists like Harold Urey. For the first wise man of its series, WQED chose a poet--New England's Robert Frost. At eighty-two, Frost has won the Pulitzer prize for poetry four times, is regarded by many critics as a leading lecturer as well; spends half his days roaming his country, talking to people. Tapping the toe of a high-top shoe, he says poems simple in sound, profound in thought, and amazes his audience with the range of his knowledge. In Pittsburgh in the constant presence of TV cameras he faced audiences of all character and dimension--fifth-graders and high school students, lay adults and professional writers. He addressed thousands of students and as a finale was interviewed by admirer Jonas Salk, the famed medical researcher. In four days of rambling discourse, Frost provided a sampling of the wit and wisdom that stamp a man as wise.

(Colliers, April 27, 1956)

WQED, Pittsburgh, which celebrated its 2nd year on the air April 1, and is the first community sponsored educational TV station, is looking forward to 67 hours-a-week of programming starting this fall. This is quite a jump from the modest four hours of telecasting per week when the station first went on the air in 1954. With the aid of grants from three foundations, the people of the Pittsburgh community have made their station into something to be proud of. Volunteers are the mainstay of the station, both in raising money and putting on programs. Many programs produced by the station have won national acclaim, and some of them have been rebroadcast over NBC.

*****

Radio Station WMUA at the University of Massachusetts, has recently moved to modern studios in the new Engineering Building at the University. Facilities now include two regular studios, a large observation room that may function as a studio when the need arises, an office, record library, technical maintenance room, and control room.

*****

A cooperative arrangement for the training of students in television production techniques has been set up this semester by Arizona State College at Tempe, and KVAR, Mesa, Arizona.

Students enrolled in the Television Writing and Production course at the College are assigned to work on the two college programs being produced each week at KVAR. Under the direction of Richard H. Bell, Director of Radio and Television at the College, a complete student crew works each show.

At the conclusion of the course, students receive not only credit for the course, but a certificate from KVAR indicating that they have successfully learned the basic techniques of handling TV equipment.

*****

KQED, San Francisco, was recently awarded the coveted George Foster Peabody Award for "Outstanding Meritorious Local Public Service by Television" at the annual luncheon meeting of the Radio and Television Executives of New York, held last month at the Hotel Roosevelt, New York City.

As the first noncommercial television station in the United States to be singled out for this distinctive honor--the top achievement in the television and radio industry--KQED is also the only West Coast television station to be recognized as a 1955 award winner and the only San Francisco station to receive this merit in the 16-year history of the Peabody Awards.

*****

The University of Miami has received from the Storer Broadcasting Company a gift of approximately $13,000 worth of motion picture equipment to augment the facilities of the University's Radio-TV-Film Department.

*****

KETC, St. Louis, since expanded programming began during the first week of February, has reached another peak performance -- that of fifty hours of telecasting per week.

This represents an increase of ten programming hours per week over the record forty hours reported late in February as top performance. It was at that time that KETC achieved its biggest single day's operation since going on the air -- thirteen hours of almost solid telecasting. The early program schedule, during the weeks following the initial broadcast in September of 1954, averaged 12½ hours a week.

Forty-eight live programs a week now originate from studios at Channel 9.

*****

James H. J. Tate, President of the Philadelphia City Council, turned over a check for $100,000 to WHYY-TV, the city's first educational TV station on March 27, 1956. Councilman Tate presented the check to W. Lawrence LePage, Board Chairman and Executive Director of the Metropolitan Philadelphia Radio and TV Corp., which plans to be in operation on Channel 35 by October 1, 1956.

*****

The Louisiana State Department of Education has received a construction permit from the Federal Communications Commission to build a TV station on reserved Channel 13 in Monroe. The State has appropriated $150,000 for station construction.

(RCA Educational TV News)

*****

North Carolina Foundation Formed

The Foundation established at a meeting of the North Carolina broadcasters at Chapel Hill, is described as a "non-profit" and educational corporation, formed to sponsor and promote the advancement of education in the field of radio and television at the University of North Carolina. Funds from the Foundation will be used for teaching radio and script writing, operation and production in the University's Communications Center.

*****

Radio Station KSAC, Kansas State College, in their May bulletin gave their readers an account of the NAEB Radio Network. Complete with pictures, provided by Headquarters, the bulletin told of some of the highlights of the Network since it originated.

*****

The tower that will beam out WKNO's community TV programs has arrived in Memphis.

The tower, worth $45,000, was purchased for $25,000 from the now defunct WJTV of Jackson, Mississippi. Channel 10 studios, at 268 Jefferson, were completed by April 30. The one-story brick transmitter building, on which construction started in mid-January, was completed the end of March.

*****

Personnel

General Manager John F. White of WQED, Pittsburgh, has announced the appointment of Miss Mildred J. Popovich as head of the station's publicity department. Miss Popovich assumed her duties on March 26.

*****

Dr. Kenneth Harwood, Chairman, Department of Telecommunications, University of Southern California, has been elected President of the National Society for Study of Communication.

Ralph Lowell of Boston was elected on March 30 as Chairman of the Board of Directors of the Educational Television and Radio Center. Lowell succeeds Dr. George D. Stoddard, associated with institutional research and educational planning at New York University. Lowell first became identified with educational broadcasting in 1946, when the Lowell Institute Cooperative Broadcasting Council was organized.

(Associated Press, March 30)

*****

Keith Nighbert, Program Director of WKNO, Memphis, announced in March that the position of Children's Director has been filled. Dora and Leo Velleman, well known to thousands of Canadian television fans, have been hired as a team and will be in charge of all childrens programs originating on WKNO. Also, Thomas R. Durgin has been hired as transmitter engineer for Station WKNO.

*****

PROGRAMS

During Holy Week, KUOM, University of Minnesota, broadcast a Lenten Music Festival. Most musical programs for the week were devoted to music in the spirit of Easter. Some of the works which were performed were Bach's Cantata No. 42, Stainer's "Crucifixion," "Christ on the Mount of Olives," by Beethoven, "The Seven Last Words of Christ" by Haydn, and Debussys "Martyrdom of St. Sebastien." The week's programs were concluded with Wagner's opera, "Parsifal" and "St. Matthew Passion" by Bach. In commemoration of the Jewish Passover, which took place during the same week, a recording of the St. Paul Civic Orchestra's recent performance of Ernest Bloch's "Sacred Service" was broadcast March 29.

*****

KUSC-FM now broadcasts throughout the Los Angeles area from four to eight p.m. each weekday - double the hours of operation in Spring, 1955.

KUSC-TV began its fourth semester of closed-circuit telecasting on February 20, continuing its operating schedule of 12 to 1 on Monday, Wednesday and Friday. The station has a 12-week programming plan that will provide time for at least 60 shows by May 18 when the station will stop broadcasting for the summer.

*****

The English department at Alabama Polytechnic Institute, concerned about the number of entering freshmen who must take sub-Freshmen, remedial English for no credit, is offering thirty programs on a three-a-week basis during the spring quarter. The series is aimed at the high school seniors. This program series will be concerned mainly with word study, basis of phonetics, and composition. World Publishing Company has donated twenty of their "Webster's New World Dictionary" as prize material to be used on the show.

*****

A series of "Spectacular" shows entitled "Lands and Legends" is being presented over WUNC-TV, University of North Carolina, by the Woman's College studio in Greensboro in cooperation with the Arts Workshop. The first in this series was an ancient Japanese fable entitled "Momotaro." The entire show was an original adaptation, and persons at the Woman's College combined talents to produce a show that would cost approximately $70,000 if produced in New York for only $125.

*****

As part of its educational television program the University of Pittsburgh Speech Department is telecasting a spring semester series, "Improve Your Reading," over WQED-TV. The 15-session course utilizes a booklet specially prepared for this project, "Reading Improvement Exercises," by Donald L. Cleland, Josephine Tronsberg, and Thomson Leiper. Each student who takes the course purchases a copy of the "text" and examinations will be given at the beginning and the end of the instruction to determine the results of the program. Response to the series is excellent with 60 students having enrolled.

*****

The first major production of the Louisiana Educational Television Commission was a series of six quarter-hour films for television titled "You...And Your Income Tax," produced in cooperation with the U.S. Internal Revenue Service and Louisiana State University, Tulane University, Southwestern Louisiana Institute, and Northeast State College.

This series was designed to aid the taxpayer in filing his annual income tax return but also served another important function. It highlighted and gave a practical demonstration of one of the most vital Commission functions: producing a series of programs drawing upon the resources of more than one institution and providing the necessary coordination and production "know-how."

The informal pattern of approach was used in order to attempt to breathe as much life as possible into what can be a very dull subject. The format consisted of a "stooge" visiting various professors of accounting, all of whom have private practices, to find out how to properly file his return. One of the "experts" was a professor of law and an attorney who specialized in tax matters and who was one of the guiding members of the Tulane Tax Institute.

*****

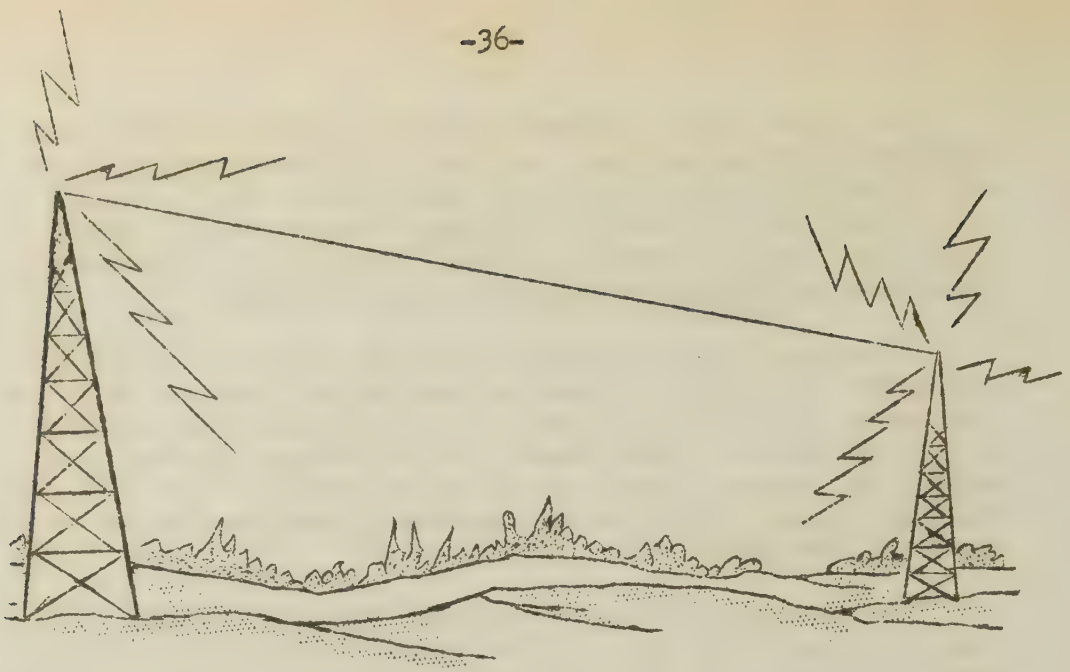
A new technique for presenting simulcasts is being explored by the Radio-Television Bureau of Arizona State College at Tempe this semester.

"Ideas," a series of illustrated lectures by top faculty members at the College, is presented on KPHO-TV, Channel 5 in Phoenix, each Sunday at 4:00 p.m. During the week prior to each program, a special rehearsal is held in the College's radio studios, and the rehearsal is recorded.

During this rehearsal, no reference is made to visual material; only the verbal part of the program is recorded for radio presentation, with appropriate opening and closing, over KPHO Radio.

Following the recording, the visual elements of the television program are added and prepared for showing. In this way, much of the preparation of the program can go into both a radio and television series, but special versions are prepared for each medium, meeting the different requirements.

*****



TV Technical Tips No. 20
by
Cecil S. Bidlack, NAEB TV Engineer

Biggest television news of the past month was made by the Ampex Corporation which demonstrated its new Video Tape Recorder in Chicago at the NARTB Convention. Ampex unveiled this latest development in video recorders April 14 when it demonstrated its new and revolutionary process to over 200 CBS-TV affiliates. CBS-TV has ordered three prototype units at a cost of $75,000 each which it plans to use this fall to overcome the three hour time differential between the East and West Coasts.

This new video recorder was demonstrated all week during the NARTB Convention. The tape itself is two inches wide and moves at a speed of only 15 inches per second. An hour's television program, both sound and picture, can be recorded on a 14 inch reel of tape with no processing involved. The tape can be rewound and played back immediately. It records frequencies as high as 4 mc. to give 320 line resolution. A more complete description of this equipment is contained in a separate report enclosed with this Newsletter.

*****

Many new equipment developments were displayed in the Exposition Hall of the Conrad Hilton Hotel in Chicago April 15-20.

A report by the NAEB Engineering Committee to be released soon will cover these in some detail. In addition to the video tape recorder, the following will be covered: newly developed low and medium power television transmitters, transistor audio amplifiers and consoles, new television lighting equipment using sealed beam type lamps, microwave equipment and automatic programming devices for AM and TV, vidicon camera and associated equipment, low cost kinescope equipment and lenticular film for color television recording.

To the writer, the past year has seen a marked improvement in picture quality as demonstrated on vidicon live camera equipment. Kay-Lab, Dage, Sarkes-Tarzian and new G.E. vidicon camera equipment were on display and the picture quality was uniformly good.

Another feature of the week in Chicago was the dedication of new live color equipment at WNBQ which began making all local live originations in color. Monochrome equipment will be removed and soon will be dispensed with entirely. This means that initially WNBQ will originate approximately five hours per day of local live color programs. In addition the station will carry as many of its film programs as possible in color as well as NBC offerings. It is expected that the station will originate a total of seven hours per day of color programs.

*****

As noted in the January 1956 Newsletter, Part 3 of the FCC's rules governing Radio Broadcast Services revised in November and effective January 2, 1956 has now been published and is on sale by the Superintendent of Documents, Government Printing Office, Washington 25, D. C. for $1.50 per copy. Standards of Good Engineering Practice concerning Broadcast Stations are now included in Part 3. This publication contains all rules, regulations and technical standards for AM, FM and TV.

Engineering charts and graphs contained in Part 3 may also be purchased separately for $1.00 per copy. This pamphlet is titled "FCC Broadcasting Engineering Charts."

A set of two maps on "Estimated Ground Conductivity in the U.S." (Figure M-3), is also available at $3.50 per set.

If you wish a complete list of FCC publications, write the Superintendent of Documents, Government Printing Office, Washington 25, D. C. and ask for Adm. Bulletin No. 1, March 1956.

*****

On April 11, 1956, the FCC proposed rule making amending Sections 3.66 (AM), 3.274 (FM) and 3.572 (noncommercial educational FM) of the FCC Rules and Regulations to authorize the remote control operation of all standard and FM broadcast stations, including those authorized to operate with directional antenna systems or with powers in excess of 10 kilowatts. Present regulations permit remote operation, subject to certain conditions, only by standard non-directional and FM broadcast stations authorized to operate with powers not in excess of 10 kilowatts.

The NARTB has completed a very extensive survey of this problem. As a result it has accumulated a large volume of data which shows that remote control operation of any station including those with directional antennas is entirely possible and practical. In fact, the data shows that once the remote control operating and transmitting equipment is properly adjusted, there are fewer outages with remote operation than when an operator is in attendance. As far as directional antennas are concerned, consulting engineers participating on a panel discussion of this problem at the recent NARTB Broadcast Engineering Conference stated that once properly designed and properly adjusted, these directional arrays are one of the most stable elements of the transmission system. They recommended that once adjusted, the tuning houses should be locked and remain locked and stated that a weekly check was sufficient to assure maintenance of the proper pattern.

Comments on this proposal, Docket No. 11677 should be filed with the Commission on or before June 1, 1956.

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Note for kinescope recorder operators. Jack Chenoweth of KETC recommends the use of the following equipment as a means of obtaining matched camera shots for kinescope recording. He states that KETC uses a Weston Photronic Model 594 RR photocell in conjunction with a Simpson Model 29 DC microammeter with a 0-50 microampere scale.

Their method is to mount the photocell within the hood of their video recorder to measure the illumination from the picture tube. The cameras in use should be focused on the same scene with the same focal length lens and at the same distance from the scene. The same peak to peak video voltage and pedestal levels should be set. By switching between cameras, any difference in gray scale will show up in the reading of the microammeter. By adjustment of beam, target, and perhaps lens stops, it is possible

to obtain almost identical photocell readings. He recommends adjustment of cameras to within one microampere reading on the meter for best results.

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We recently received a new and very complete catalog from the Gates Radio Company of Quincy, Illinois. It contains their complete line of radio and television broadcasting equipment. Many of our readers have received this catalog; if you have not, we'd suggest that you write directly to Gates requesting a copy.

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George Murphy, Chief Engineer of the Auburn Polytechnic Institute TV studio has compiled a very complete report of the equipment, material and procedures they employ for making 2 x 2 slides for use on a television film camera. We had in mind reproducing it in the Engineering Newsletter; however it consists of eight single-spaced typewritten pages plus four pages of data and drawings. If there are a number of requests for this information, we shall be happy to duplicate it for you or to make arrangements for George to supply it to you.

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We also have plans for a mock camera, including complete details for its construction which were prepared by Robert Schlorff, Chief Engineer at Wayne University. This camera can be constructed at a cost of $50.00 for materials and is nearly as effective for certain initial training purposes as a $16,000 image orthicon camera. Students learn all operating techniques and student directors can check the pictures each cameraman obtains as well as experiment in shot plotting.

Plans for this camera are available, and further information may be obtained from George Steiner, Supervisor of Undergraduate Instruction, Department of Speech, Wayne University, Detroit 1, Michigan.

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Swap Shop

WANTED: A used two-bay FM antenna for a 10-watt station on 89.1 mc. or a single circular one-bay antenna which can be used with a GE type BY-21A single-bay antenna to give added gain. Contact George D. Goodrich, KMUW-FM, University of Wichita, Wichita, Kansas.

WANTED: Used 10-50 watt transmitter in good condition. Contact Jim Slack, Director, Radio Station KUSD, University of South Dakota, Vermillion, South Dakota.

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Engineering Seminar Approved

The NAEB Board of Directors has allocated W. K. Kellogg Foundation funds to hold a Radio and Audio Engineering Seminar at Allerton House, Monticello, Illinois, May 27 to June 1, 1956. Announcements of this seminar were mailed to all NAEB Active Members and to those listed in the NAEB Technical Directory on April 17. Due to the short interval between date the seminar begins and Board approval, immediate action was essential on applications with a closing deadline set for May 2, 1956. Successful applicants will be notified by May 15, 1956.

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AT PRESS TIME

Mrs. Bernice Setzer, staff member of KDPS, Des Moines Public Schools, was recently honored by the Iowa chapter of the American Institute of Architects. For the past two years Mrs. Setzer has done a weekly program which has covered many phases of architecture from historical forms to contemporary design. Architects have been invited to participate in panel discussions for some of these programs. Because of the service that this program has rendered the profession of Architecture, Mrs. Setzer has been admitted into the chapter as an Honorary Associate.

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